

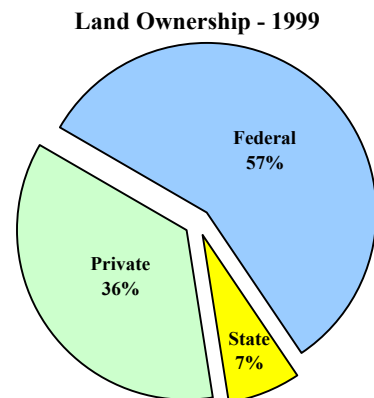
IRON COUNTY TOURISM PROFILE

County Indicator	1997	1998	1999	2000	2001(o)	2001(n)	2002(p)	% Change 2001-2002	State Ranking
DEMOGRAPHIC									
Population	30,171	31,653	32,883	33,779	34,506		35,204	2.0%	9
Total Non-Ag Employment	12,689	13,314	13,617	14,045	13,984		14,103	0.9%	9
Non-Ag Avg Monthly Wage	\$1,510	\$1,562	\$1,611	\$1,630	\$1,689		\$1,749	3.6%	22
Per Capita Income	\$15,417	\$15,836	\$15,572	\$16,047	\$16,873		\$17,078	1.2%	23
Unemployment Rate	3.3%	4.0%	3.7%	3.1%	4.6%		5.3%	0.7%	9
SPENDING & EMPLOYMENT									
Spending by Travelers (Millions)	\$83.0	\$86.6	\$80.2	\$78.4	\$75.5	\$127.3	\$128.4	0.9%	7
Travel & Tourism Related Employment	1,524	1,603	1,504	1,484	1,501	1,148	1,056	-8.0%	12
TOURISM TAX REVENUES (000s)									
Local Tax Revenues from Traveler Spending	\$1,726	\$1,802	\$1,669	\$1,631	\$1,570	\$1,008	\$898	-10.9%	12
Gross Taxable Room Rents	\$12,220	\$12,214	\$12,776	\$14,058	\$13,017		\$13,653	4.9%	9
Transient Room Tax	\$366.6	\$366.4	\$383.3	\$421.7	\$390.5		\$409.6	4.9%	9
Restaurant Tax	\$242.5	\$275.7	\$281.4	\$303.7	\$309.9		\$324.1	4.6%	8
Car Rental Tax	--	--	--	--	--		--	--	--
Gross Taxable Retail Sales (millions)	\$334.5	\$358.6	\$404.0	\$417.2	\$420.5		\$457.1	8.7%	8
REGIONAL VISITATION COUNTS									
I-15 UT/AZ Traffic Count	5,796,200	6,139,300	6,359,030	6,396,625	6,674,025		7,206,925	8.0%	
Zion N.P.	2,445,534	2,370,048	2,449,664	2,432,348	2,227,490		2,647,775	18.9%	
Bryce Canyon N.P.	1,174,824	1,166,331	1,081,521	1,099,275	1,068,619		886,436	-17.0%	
Quail Creek S.P.	357,077	730,901	826,215	849,034	793,326		663,390	-16.4%	
Cedar Breaks N.M.	608,399	578,974	597,460	550,657	690,652		586,938	-15.0%	
Grand Staircase-Escalante N.M.	788,611	849,628	1,141,131	572,176	683,286		670,069	-1.9%	
Snow Canyon S.P.	646,204	674,498	612,093	502,107	435,210		347,804	-20.1%	
Utah Shakespearean Festival	132,044	154,000	150,000	142,800	149,000		148,000	-0.7%	
Minersville S.P.	16,702	35,689	55,148	25,798	29,799		11,808	-60.4%	
Iron Mission S.P.	63,110	30,529	29,485	65,450	19,539		18,882	-3.4%	

Land Ownership - 1999	No. of Acres	% Total
Total Acres in County	2,112,606	100.0%
Federal Government	1,210,180	57.3%
BLM	957,731	45.3%
US Forest Service	236,507	11.2%
National Recreation Areas	--	--
National Parks	8,859	0.4%
National Wildlife Refuge	--	--
USFS & BLM Wilderness Area	7,083	0.3%
Other*	8,094	0.4%
State Government	142,362	6.7%
Utah State Parks & Recreation	--	--
Utah State Wildlife Reserves	5,804	0.3%
State Trust Lands	136,558	6.5%
American Indian	2,507	0.1%
Private**	757,556	35.9%

*Includes Military and Bankhead Jones land

**May include some local government land



Iron County Tourism Profile

